



# **Fish Wildlife and Parks REQUEST FOR PROPOSAL**

## **Answers to Questions Submitted for Clarification**

**RFP Number:  
RFP 060157**

**RFP Title:  
PROFESSIONAL MARKETING SERVICES FOR MONTANA  
STATE PARKS**

**RFP Due Date and Time:  
Wednesday, February 01, 2006  
2 p.m., Local Time**

**Answers to Questions Submitted for  
Clarification by FWP.**

1. The first bullet point begins with "Develop a brand architecture system..." Do you have an existing, clearly defined brand or will you need brand development work before the brand architecture is created?

[We need brand development work done, then brand architecture created.](#)

2. The third bullet point talks about the "identification of target markets..." Do you want your contractor to identify these target markets through qualitative research, quantitative research, or through conversation with FWP department personnel?

[Contractor will identify target markets through conversation with FWP personnel and existing research done by FWP.](#)

3. The fourth bullet begins with "Assist the State in developing an integrated marketing program..."

Do you want your contractor to develop an integrated marketing program, or is the language "Assist the State" accurate in that your contractor will consult and assist the State in the plan's development, but not actually develop the plan?

["Assist the State" is the accurate language. The contractor will consult and assist the State in the plan's development.](#)

4. The numbers in this section skip from 4.1.2.3 to 4.1.2.6. Has a subsection been left out of the document?

[No sections have been left out, number sequence is missing 4.1.2.4 and 4.1.2.5.](#)

5. 4.1.3 Method of Providing Service, pg. 15 Under the last bullet, what does the State mean by the term "Informational only?" That in-house production capabilities are not scored by the committee?

[That's correct. In-house production capabilities will not be scored by the committee.](#)

6. 4.1.3 Method of Providing Service, pg 15. There is no mention of media buying capabilities in this section, yet under the stage one evaluation criteria, "Experience in media research/buying" is listed as a scored response. Does the state want information on media research and buying capabilities?

[Yes, although it's not weighted as heavily as the other categories in this section, the State will score on media research/buying capabilities. Please include your media research/buying capabilities and experience in the proposal.](#)

7. 5.0 Cost Proposal, pg 17. The State anticipates it's annual budget for consulting services to be approximately \$25,000 for the first term of the contract. In the Outreach Plan there are several other line items listed in addition to contracted services, such as printing, promo materials, etc. What, then does the \$25,000 budget (other than agency time) include in the state's estimation? Photography? Illustration? Media? Web programming? Does that budget only apply to branding and brand positioning, or to additional projects like the one listed under Objective 3.4 on page 43 of the Outreach Plan ... "Produce public service announcements, visitor channel spots, posters and signs to distribute to targeted markets and license vendors?"

[The \\$25,000 budget is for branding and brand positioning, as well as any photography and graphic design work associated with it. The production of PSAs, visitor channel spots, posters and signs will be covered under the budget line items of promotional material and printing.](#)

8. 6.1 Stage One Evaluation Criteria - Creative Implementation, pg 19. Point of clarification, the agency will be scored on its approach to branding, but is not expected to present a brand positioning, logo or slogan in answer to this RFP. Correct?

[That's correct. We would just like to get a feel for the agency's philosophy and creative process in this proposal.](#)